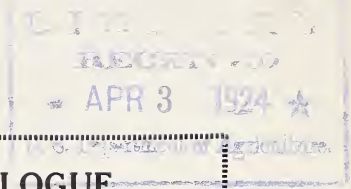


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Do not assume content reflects current scientific knowledge, policies, or practices.



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1924 DESCRIPTIVE CATALOGUE  
**GLADIOLI**



RUFFOLACE. For Description see 1st Page

Grown and For Sale by

**J. A. KEMP**

Gladiolus Specialist—Breeder and Grower

LITTLE SILVER, : NEW JERSEY

## FOREWORD—TO GLADIOLUS LOVERS.

As we stand at the threshold of 1924, I first want to thank all my friends and customers for their generous patronage and encouragement in the past, and to assure every one of you of my deep appreciation of this patronage and encouragement.

For 25 years I have been working with the Gladiolus. Somehow I have gotten more pleasure out of this work than anything in my life, and I am pleased to say that I feel my labor has brought me a fair measure of success. During this 25 years my love for this wonderful flower has increased with each succeeding year, and the encouragement that I have received from other Gladiolus enthusiasts has enabled me to give to the flower world some varieties that stand at the head of the list in their color sections. I have more new ones, and greater varieties coming on that will be introduced as soon as enough stock can be made ready.

Your attention is respectfully called to the three beautiful varieties, Ruffolace, Juniata and Eldorado, which I am offering in this catalogue for the first time. Juniata has been pronounced by gladiolus experts as the most beautiful and daintily colored variety in existence, and Ruffolace the most distinct and beautiful white ever originated.

My originations have been awarded the highest honors wherever exhibited during the past four years. The past season my exhibits of them have brought me two silver medals, and many lesser awards. At Boston, Pink Wonder and Early Snowflake were awarded first and second prizes in the class for the largest flowered varieties in the show. At the same show eleven of my new seedlings received awards of honorable mention. This unusual record speaks well for my originations which are to be put before you from time to time. It has always been my purpose to give my best efforts to the improvement of the Gladiolus, and only put out varieties that have real merit.

You are requested to carefully look over the list of standard and other fine varieties listed under the head of CHOICE named varieties. You are almost sure to find one or more good ones among them that you will wish to add to your collection, and at prices as low as is consistent with the production of sound, healthy stock.

All orders entrusted to me receive my personal attention. Every bulb and bulblet is selected for size and plumpness, and carefully inspected for healthfulness.

I particularly solicit correspondence and trial orders from new customers, feeling confident that you will be well pleased with the quality of my bulbs, and my liberal business methods.


If you wish suggestions as to varieties that might suit your particular purposes, please feel free to consult me before placing your order.

Yours for better Glads,

J. A. KEMP,

November 1, 1923.

Little Silver, N. J., U. S. A.


 **PRICE ERROR**—On Page 3, price on Albania should read: 1½" and up, Each, 30c. 1¼-1½". 25c. 1-1¼". 20c.

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### TERMS OF SALE.


The following offers are made subject to prior sale.

We exert every care to have our stock true to name, and do not assume any responsibility for errors other than to replace such stock or refund the amount received for same.

 Orders from Canada and Europe should be accompanied with an additional 5 per cent of the price of the bulbs, and orders from Australia and New Zealand an additional 10 per cent of the price of the bulbs to help meet the extra expense of postage and packing.

Our quotations are for first class bulbs. No order amounting to less than 50 cents accepted. We guarantee our bulbs to please you.

Terms: Cash with order.

 We pay postage on orders for one dozen bulbs and less of 1st, 2d and 3d sizes to any part of the United States; larger lots shipped at purchaser's expense. Under 3d size we pay postage on all orders to any part of the United States and Canada.

First size or No. 1 means 1½" and over; No. 2, 1¼", 1½"; No. 3, 1", 1¼"; No. 4, ¾", 1"; No. 5, ½", ¾"; No. 6, ½" and under.

## (No. 160) Kemp's RUFFOLACE.

(Illustration on front cover).

In this exquisitely beautiful variety we have an entirely new type of flower. It is not only nicely ruffled but it is beautifully lacinated, which gives us the most strikingly beautiful formed flower ever seen in the Gladiolus. I believe "Ruffolace" is the only variety of this type in existence. Certainly it is the first of the type to be offered and marks another highly interesting and very important advancement, if not the greatest achievement in the breeding of the modern Gladioli. Probably the herald of a new race of Gladioli more beautiful in form than any now in existence.

The color of the flower is pure white, four inches and over in diameter, four and five open at a time, and are borne on straight stout spikes 3 feet high. The plant is healthy and vigorous and a good producer of bulblets that will grow.

"Ruffolace" was exhibited at the Bronx Park, N. Y., show last August, in the seedling class under No. 160, and was awarded first prize of a silver medal in the class for the best new variety, any type.

Stock of this beautiful variety is as yet quite limited, and only a few large bulbs are available this season. Price, Large bulbs, \$100.00 each.

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MR. J. A. KEMP, Little Silver, N. J.

Ravenna, Ohio, October 11th, 1923.

Dear Sir:—Have dug the Gladiolus "Ruffolace" to-day, and take pleasure in reporting to you. From the bulb you sent for our trial there were two strong spikes, each with two side spikes and with many well placed blooms, each of which was beautifully lacinated, something like a Carnation. It proved to be a good seed bearer and producer of bulblets.

Its gracefulness, pure white color and entirely new form places it in a class by itself. I consider it an advancement in the world of Gladioli. Both Mr. Austin and myself thank you for the privilege of testing this fine variety in our trial grounds.

Respectfully,

MRS. A. H. AUSTIN.

## (No. 169) Juniata. 1924.

Expert Gladiolus judges have unhesitatingly pronounced "Juniata" to be the most beautiful variety in existence. It is the very essence of charm and beauty.

The three lower petals are creamy white shading to La France Pink, flaked with Begonia Rose. Upper petals La France Pink, shading to Hermosa Pink, flaked Begonia Rose. The harmonious blending of the dainty colors present a color contrast of marvelous beauty.

The flowers are wide open,  $4\frac{1}{2}$  inches across, four and five open at a time, and are borne on straight stalks four feet or more in height.

"Juniata" was exhibited at the American Gladiolus Show, 1918, under No. 169, and was awarded the Havemeyer prize of \$20 for the best new variety in the show. Awarded a special prize of a silver medal by the N. Y. Horticultural Society, 1923.

Large bulbs, \$25.00 each.

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All flower lovers should subscribe for **THE FLOWER GROWER**, published monthly by Madison Cooper, Calcium, New York. The subscription price is \$3.50 for three years. \$1.50 for one year.



Juniata



**Pink Wonder**

sound bulblets that will grow. Pink Wonder is indeed a wonderful glad in every respect, and is soon to become one of the most popular varieties ever offered.

	1½" and up	1¼-1½"	1-1¼"
Each.....	.45	.35	.30
Dozen.....	4.50	3.50	3.00
Hundred....	33.00	27.00	22.00

Six at dozen rate; 50 at 100 rate.

## (No. 177) Eldora. 1924

The flower of this beautiful variety is a combination of the loveliest colors imaginable. Capucine Buff, shading to Grenadine Pink, flaked Jasper Red. The lower petal has a very narrow stripe of Amaranth Purple. The delicate blending of Buff, Pink and Red make a dainty and pleasing color combination that is difficult to properly describe.

The flowers are four inches and over across; four and five open at a time, and are borne on strong straight stalks 4½ feet high.

Large bulbs, \$5.00 each.

Second size bulbs, \$4.00 each.

Third size bulbs, \$3.50 each.

## Pink Wonder.

(Kemp, 1921)

First prize, Boston and New York, August, 1921.

This is a wonderful Gladiolus, the largest and finest pink variety ever introduced. It is a very strong, vigorous grower, attaining a height of 4½ feet, often producing 17-19 blooms to the spike; four and five massive flowers open at one time, many of them measuring 6½ inches in diameter, very decorative for garden and house, and splendid for forcing, producing exhibition blooms of the highest quality. The color is a shade lighter than Panama, yellow shading at base of lower petals overlaid with rose feathering. A very pleasing color combination that is much admired by everybody. Bountiful producer of



**Eldora No. 177**



Albania

## Albania.

(Kemp, 1921)

First Prize, Boston, 1921; New York, 1921-22.

This is the most pleasing white variety we have yet seen. The color is of the purest glistening white, the flower wide open, four inches and over in diameter; petals are broad, with well-rounded tips, and the finely ruffled edges of the petals give to the individual flower an artistic finish such as is seldom seen in the Gladiolus. The flowers are correctly placed on the spike, and set just close enough together to close up the intervening spaces, making an ideal and the best white for floral designs ever originated. Five flowers open at a time, and a splendid keeper when cut. Height, four feet; 15 to 17 flowers to the spike, very healthy, vigorous grower, and a very bountiful producer of good sound bulblets that grow. Many commercial growers in the United States and Canada have proclaimed "Albania" the best commercial white variety in existence.

Each.....	.30	.15	.20
Dozen.....	3.00	2.50	2.00
Hundred.....	23.00	17.50	15.00

Six at dozen rates; 50 at 100 rates.

## Princely (1923).

Originated by J. A. Kemp.

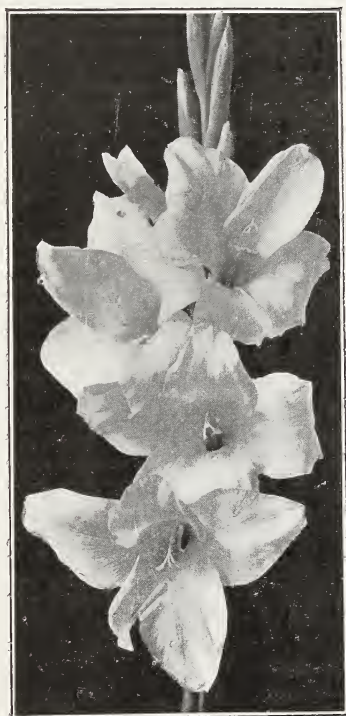
This magnificent variety is entirely worthy of the distinguished name that has been conferred upon it, as its merits entitle it to an exalted place among the members of the Glad Family. That it will be received with a warm welcome by lovers of fine Gladioli there can be no question or doubt.

In color it is a very light pink, almost white; the flowers are of the Princeps type, wide open  $4\frac{1}{2}$  to 5 inches in diameter, four and five open at a time, well placed on a tall, graceful spike ( $4\frac{1}{2}$  feet). Its glorious blooms and tall graceful spike place it in the front rank of the very best varieties in existence. Princely was awarded first prize at the Gladiolus Show, Bronx Park, New York City, August, 1922, for the best variety not in commerce prior to that year. Large bulbs, \$4.00 each. Second size bulbs, \$3.00 each. Third size bulbs, \$2.00 each.

Newcastle, Pa., Nov. 4th, 1923.

I want to say your Albania is the best white I have ever seen.

H. M. GOOD.



Princely

## EARLY SNOWFLAKE. (Kemp, 1921).



Early Snowflake

First Prize, New York, August, 1922.  
First Prize, Boston; Silver Medal, New York, August, 1921.

A very tall growing variety, attaining a height of five feet and over, and often producing 23 large perfect, lily-like flowers to the spike, many of them six inches in diameter. The color is a rich, creamy white, delicately tinted and flaked rose, with tinge of yellow in the throat, blended with delicate rose feathering on rear half of lower petals. One of the showiest varieties for garden and house decoration, resembling a large lily rather than a Gladiolus. A splendid forcing variety, and when grown under glass all flaking of petals is absent. A customer who visited my gardens last August, and who is engaged in the growing of Gladioli cut blooms for market, unhesitatingly declared Early Snowflake to be the greatest money maker for the man who forces Gladiolus under glass ever originated. Heavy yielder of large plump bulblets that grow.

	1½" and up	1¼-1½"	1-1¼"
Each.....	.15	.12	.10
Dozen.....	1.50	1.20	1.00
Hundred.....	11.00	8.00	6.00

Six at dozen rates; 50 at 100 rates.

## WHITE WONDER.

(KEMP, 1921)

First Prize, New York, August, 1922.  
First Prize, Boston; Silver Medal, New York, August, 1921.

This magnificent white is a descendant of the well-known and justly popular variety Mrs. Francis King and is endowed with all the good qualities of that splendid old variety. In growth it is fully as robust as King and of equally good habit in every respect. The flowers are pure white, without any markings in the throat, wide open, and often measuring up to 5¾ inches in diameter, well placed on the spike, five to six open at a time. Like King, it is a very heavy producer of large bulblets that will grow. This great white is a splendid forcing variety and will soon become the leader in the white section for garden culture and for forcing under glass.

	1½" and up	1¼-1½"	1-1¼"
Each.....	.45	.35	.30
Dozen.....	4.50	3.50	3.00
Hundred...	33.00	27.00	22.00

Six at dozen rates; 50 at 100 rates.



White Wonder

## TWO CHOICE NOVELTIES OF 1922

Originated by J. A. Kemp

### SWEETHEART

(Primulinus Hybrid, No. 95)—Prize winner at Boston, August, 1921. This is an exceptionally beautiful variety and one that is admirably well adapted for any use a gladiolus may be put to. The color is a light cream, with golden yellow shading on the lower petals, overlaid with faint rose feathering well down in the throat. A bunch of these dainty flowers held up to the light presents one of the sweetest color combinations imaginable. The golden yellow of the lower petals reflecting on the cream ground of the upper ones imparts a golden halo that radiates through the whole bunch, producing an effect of glorious beauty. The flower is wide open, four inches and over in diameter, and well placed on the spike. A strong, healthy grower and a liberal producer of sound bulblets that will grow.

	1½" and up	1¼ 1½"	1-1¼
Each.....	.35	.30	.25
Dozen ....	3.50	3.00	2.50
Hundred....	25.00	20.00	17.50



Sweetheart

### AVIATRIX (Primulinus Hybrid No. 140).

Prize winner at Boston, 1921. Last spring a few bulbs of this grand variety were sent to Mrs. Francis King for trial, with the request that if she considered the flower worthy of introduction she select a name for it; also write a correct description, both of which she has kindly done.

**Description by Mrs. King:** Kemp's Seedling No. 140 is a very large fine flower, much broader than it is high, a delicate shade of pale yellow, straw yellow rather, much darker and brighter in the throat, and dashes of the same hue at the ends of the three under petals; but the general effect of this distinguished flower is still of the palest yellow, almost an amber. Five flowers open at once on a very tall spike. In some of the flowers on a given spike the dashes of rose are more pronounced than in others, giving an effect of rose-color overlying pale straw color—a very interesting combination of soft hues. I consider this gladiolus of outstanding beauty and certainly think No. 140 should have a place in the horticultural world.

	1½" and up	1¼-1½"	1-1¼"
Each.....	.45	.35	.30
Dozen.....	\$4.50	3.50	3.00
Hundred....	30.00	24.00	19.50

**SPECIAL OFFER**—One each for 75c. 6 of each for \$4.00. 12 of each for \$7.00. A limited amount of planting stock of each available.

## 1921 Introductions.

**BUTTERCUP.** (Primulinus Hybrid). (Kemp).—Prize winner Boston, 1920-1921, first prize New York, 1917. The richest colored yellow primulinus hybrid introduced to date. The color of this distinguished flower is rendered more beautiful by a narrow red stripe in the center of the lower petals. The flower is of medium size, of good texture, and a good keeper when cut. Very effective for garden and house decoration; fine for forcing, and a good grower under glass and in the garden. Heavy producer of large, round bulbets that will grow.

First size bulbs, 7c. each. 70c. per dozen. \$4.75 per 100.

Second size bulbs, 5c. each. 55c. per dozen. \$3.75 per 100.

**MOHAWK** (Kemp).—First prize New York, 1917. The most beautiful parti-colored red variety ever introduced. In growth and habit it is very similar to Princeps, bearing medium to large wide open flowers of a deep cardinal red, tinged purple on lower half of upper petals, with light blotch on lower petals. A great favorite with all my cut flower customers, and outsells all other reds combined. First size bulbs, 20c. each; doz., \$1.00; 100, \$7.00.

**MRS. JOHN TURNBULL** (Kemp).—First prize New York, 1917. Strong grower, bearing large flowers of a beautiful shade of lavender pink, occasionally mottled red, with ruby feather-like marking on lower petals. A splendid variety for garden and house decoration.

First size bulbs, 15c. each. \$1.50 per dozen. \$11.00 per 100.

**SOLIEL D'OR** (Primulinus Hybrid) (Kemp).—Very strong grower, bearing medium sized wide open flowers on a tall, straight spike. The color is a beautiful salmon with bright yellow shading on lower petals. Very pretty and a favorite with nearly all who see it.

First size, 7c. each. 70c. per dozen. \$4.75 per 100. Second size, 5c. each, 50c. per dozen. \$3.50 per 100. Third size, 4c. each. 40c. per dozen. \$2.75 per 100.



Mrs. F. C. Peters

### Mrs. Frederick C. Peters

We have had this grand variety in our trial gardens the past two seasons, and can heartily recommend it to our customers as being one of the best of the color ever introduced. We have not discovered a single fault in it.

The color is a beautiful shade of Rose Lilac, with crimson blotch, bordered white on lower petals; resembling an Orchid in color. Flowers are of large size, and many open at a time, on a strong perfectly straight spike. Plant has good green foliage and is perfectly healthy. A very choice variety that is admired by every one who sees it.

#### PRICE:

First size bulbs,	75c. each.	Doz.,	\$7.50
Second " "	60c. " "	" "	6.00
Third " "	50c. " "	" "	5.00
Fourth " "	40c. " "	" "	4.00
Fifth " "	30c. " "	" "	3.00
Sixth " "	25c. " "	" "	2.50

If you are not a member of the American Gladiolus Society you should join at once. The Society needs you and you need the Society.

Mr. J. A. KEMP, Little Silver, N. J.:

Dear Mr. Kemp—I want you to know of the pleasure your exquisite Glads are giving Dr. Fontaine and me. We were spellbound when Pink Wonder bloomed. We have two bulbs. Each produced stalks nearly four feet tall; strong and perfect. You properly named Pink Wonder and White Wonder. This autumn we will want all your productions.

Memphis, Tenn.

With great appreciation, MRS. BRYCE FONTAINE.

## Betty Darnell (Kemp. 1923).

This splendid variety is a seedling of Buttercup crossed with Pink Wonder and has the good qualities of both parents to recommend it. The color is a light canary yellow, shading to a golden yellow in the throat. Flowers are wide open,  $3\frac{1}{2}$  to 4 inches in diameter, four and five open at a time, well placed on a medium tall, graceful spike. Strong, healthy grower, and a bountiful producer of good sound bulbs.

	1½" and up	1¼-1½"	1-1¼"	¾-1"	½-¾"	½"-under
Each.....	.35	.30	.25	.20	.15	.12
Dozen.....	3.50	3.00	2.50	2.00	1.50	1.20
Hundred .....	25.00	20.00	17.50	15.90	10.50	8.50
Bulbets—100, \$2.00. 1000, \$15.00.						

## The Austin Originations.

**EVELYN KIRTLAND**—The flowers of strong substance, are a most beautiful shade of rose pink, darker at the edges, fading to shell pink in the throat, with brilliant scarlet blotches on the lower petals, entire flowers showing a glistening, sparkling luster. Flower is large, wide open, somewhat reflexed, slightly fluted, and many open at a time. Strong, healthy grower, with tall, graceful spike, wonderfully decorative, and one of the most beautiful pink varieties in existence. It should by all means be in every collection. Large bulbs, 12c. each; doz. \$1.20.

**GRETCHEN ZANG**.—A fitting companion to Evelyn Kirtland. The blooms are of different form but large and sparkling, and the most beautiful soft melting shade of pink, blending into scarlet on lower petals. Spike tall and graceful, with an occasional waved one. A grand variety. Price, large bulbs, 10c. each; dozen, \$1.00.

**HERADA**.—The very large blooms are a clear, sparkling mauve, with deeper shading in the throat, very striking, attractive color that instantly arrests the attention. No other variety of this section has been so generally admired nor received so many favorable comments. A favorite with all who see it. Price, large bulbs, 10c. each; dozen, \$1.00.

**SPECIAL OFFER**—1 each of the three grand varieties for 25c, 6 of each for \$1.35. 12 of each for \$2.50.

**ORANGE BRILLIANT** (Primulinus Hybrid)—Tall grower, bearing medium sized blooms of a brilliant orange color; very effective for garden and house decoration, and a good market variety. Blooms of Orange Brilliant brought nearly double the price of the standard large flowered varieties in the New York market the past season.

Large bulbs, each, 8c.; dozen, 80c.. 100, \$5.00; 1000, \$40.00. Second size, each, 6c.; dozen, 60c.; 100, \$4.00; 1000, \$32.00. Third size, each, 4c.; dozen, 40c.; 100, \$3.25 1000, \$26.00. Fourth size, dozen, 30c., 100, \$2.25; 1000, \$20.00. Fifth size, dozen, 25c.; 100, \$1.75; 1000, \$15.00. Bulbets, 100, 50c.; 1000, \$2.50.

**NETHERLANDS** (New)—Flowers fully as large as Halley, same form, but comes into bloom a few days later than Halley. The color is a beautiful salmon rose with ruby feather-like markings on the inferior petals; a favorite color that never becomes tiresome. Stock of this variety is quite limited this season. While it lasts we will fill orders of the several sizes at the following low prices. First size, 6c. each; dozen, 50c; 100, \$4.00. Second size, 5c. each; dozen, 45c.; 100, \$3.00. Third size, 4c. each; dozen, 35c.; 100, \$2.50. Bulbets, 100, 35c; 1000, \$3.00.

**PICK-UP MIXTURE**—Every year when cleaning up our bulb grounds several hundred bulbs, comprising many varieties, are found and picked up that were overlooked at digging time. We have no means of identifying the bulb, so they are thrown into what we call our Pick-Up Mixture. Many of these are fine named varieties. While they last we will fill orders for them at: Price, large bulbs, 30c. dozen, 100, \$2.00.

## ELITE COLLECTION.

**LA COURONNE (New)**—A very fine blotched variety from France that deserves your most careful consideration when making up your order for 1924. It is so very distinct from other varieties, and so pleasing in its color combination, that I feel sure every one who purchases it will be more than pleased with it. The colors are creamy yellow, lower petals shading to deep yellow at the base; blotched and stippled brilliant scarlet. One of the showiest and most pleasing varieties of the blotched class. Very early and a good cut-flower market variety. Price, large bulbs, 30c. each; dozen, \$3.00.

**ROSE ASH (New)**—This variety is also known by the name of Ashes of Roses. A new color in Gladioli. This variety attracts the immediate attention of all who see it. It is a very tall grower and the long spike well filled with large pastel blooms is a marvel of great beauty. Price, large bulbs, 50c. each; dozen, \$5.00; 100, \$30.00. Second size bulbs, 40c. dozen, \$4.00; 100, \$24.00. Bulblets, 100, \$1.00; 1000, \$7.50, net.

**DIANA (New)**.—Wonderful shade of deep rich mellow blood red. This variety has every good quality that goes toward the making of a high grade Gladiolus. Those who know this variety best, unhesitatingly pronounce it the finest red Gladiolus ever originated. It is rapidly becoming the favorite red variety. Price, large bulbs, 35c. each; dozen, \$3.50. Second size bulbs, 30c. each; dozen, \$3.00. Third size, 25c. each; dozen, \$2.50.

**SPECIAL OFFER**—One large bulb of each for \$1.00. Three of each for \$2.75. Six of each for \$5.00.

**MAIDEN'S BLUSH (New)**—Unquestionably the finest pink Gladiolus of the *Primulinus* type. It is a strong grower, bearing medium to large flowers of a most exquisite shade of maiden's blush pink. Delicate, dainty, beautiful. The blooms are set close and artistically on long, slender, wiry stems that lend themselves to a gracefulness seldom seen in a Gladiolus. A profuse bloomer and most effective in the garden. Splendid for forcing, very decorative for cutting. This beautiful, graceful variety will be grown under glass by the million when its value as a forcing variety becomes generally known. A remarkably rapid propagator, both by division and bulblets. Price, strong flowering bulbs, 15c. each; dozen, \$1.50; 100, \$12.00. Second size bulbs, 10c. each; dozen, \$1.00; 100, \$7.50. Third size, 7c. each; dozen, 70c.; 100, \$5.25. Bulblets, 100, 50c.; 1000, \$4.00.

**HYBRID SEEDLINGS, (Mixed)**—The seedlings offered in this mixture are all of my own origination; many of them are very fine and but little inferior to those that have been selected from among them for further testing under separate label. Scarcely any two of them are alike, and cover almost the entire range of colors and shades found in the Gladiolus. This mixture will prove an agreeable surprise, and pleasure to all who purchase them. There are but a few hundred of them. While they last orders filled at 5c. each; 45c. dozen; 100, \$3.00.

**PRIMULINUS HYBRIDS**—This class of Gladiolus is fast growing into favor with the planters, for private use, as no other race is as graceful, nor lend themselves to house decoration in so admirable a manner; neither does any other race of Gladiolus give such a wide range of beautiful pastel shades as are found in the *Primulinus* Hybrids. While the blooms are generally smaller than the other types of Gladioli, their beautiful colors and pastel shades more than compensate for lack of size of the bloom. Each, 5c.; dozen, 40c.; 100, \$2.75.

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Roslindale, Mass., October 14th, 1923.

My Dear Mr. Kemp:

"RUFFOLACE" bloomed, and is the most wonderful Gladiolus I have ever seen; giving two strong spikes, flowers well placed and four inches across. Its pure white flowers and beautiful lacinated and ruffled petals are grand. The lacinated petals give it a lacy appearance, and it is all its name implies, even more so, for it is a flower of extreme grandeur. "RUFFOLACE" is a new type in the Gladiolus world, and I predict for it a most wonderful future.

Most sincerely yours,

BENJAMIN R. NORLEY.

## CHOICE NAMED VARIETIES.

		Each	Doz.	100
<b>Albion</b> (Prim. Hyb.) — Salmon-rose pink, with dainty throat; large blooms; a beautiful variety that every one likes. Good grower and multiplier.....	No. 1	.07	.70	5.50
<b>Alice Tiplady</b> —Brilliant orange saffron, large flower; very choice. A good forcing variety.....	" 1	.12	1.20	10.00
	" 2	.10	1.00	8.00
	" 3	.08	.80	6.00
<b>America</b> —Light lavender pink; most popular florists' variety.....	" 1	.05	.40	2.50
<b>Anna Eberius</b> —Dark velvety raspberry purple; throat deeper; flowers large; spikes three to four feet high; a grand variety. One of the very best in the list. ....	" 1	.25	2.50	
<b>Arizona</b> —Fine dark pink, maroon markings; very choice.....	" 1	.06	.60	
<b>Baron Hulet</b> —Royal purple, bordering on blue; best of all the purple shaded varieties.....	" 1	.10	1.00	
<b>Blue Jay</b> —Bright light blue with white blotch on lower petals....	" 1	.15	1.50	
<b>Byron L. Smith</b> —Delicate lavender pink on white ground, shading to lighter in the throat, rivaling the orchids in color. One of the choicest delicate colored varieties in existence.....	" 2	.30	3.00	
<b>Crimson Glow</b> —Large brilliant crimson. A fine variety and one of the best reds in commerce.....	" 1	.20	2.00	15.00
	" 2	.15	1.50	11.00
	" 3	.12	1.20	9.00
<b>E. J. Shaylor</b> —A beautiful, pure deep rose pink; large blooms. A leader in the Rose pink class.....	" 1	.25	2.50	
<b>Flora</b> (New)—Beautiful canary yellow, second only to Golden Measure, and the best yellow of the type available at moderate price. The flower is wide open, 3½ to 4 inches in diameter, and of excellent substance. Strong, healthy grower and fairly good multiplier. A splendid all around yellow that should be in every high-grade collection.....	" 1	.25	2.50	
<b>Floral Treasure</b> —Darker lavender pink than America; same type as America; choice. ....	" 1	.10	1.00	
<b>Gold Drop</b> —Pure deep yellow with fine red line on lower petals; finely ruffled; one of the best.....	" 1	.25	2.50	18.00
	" 2	.20	2.00	15.00
	" 3	.16	1.60	12.00
<b>Gold</b> —This is the best yellow of recent introduction and is fast becoming the favorite yellow variety with many growers .....	" 1	.60	6.00	
<b>Golden Measure</b> —This is in my opinion the best yellow variety ever introduced. The flower is large, of a deep pure yellow, and is produced on stalks that often reach a height of 4½ feet and over. A grand variety of unusual merit.....	" 1	.60	6.00	
<b>Halley</b> —Salmon pink; large open flowers, very early and one of the most profitable market cut flower varieties.....	" 1	.05	.50	3.00
<b>Helen Goldman</b> —Pure deep yellow, large flower; well placed on tall graceful spike; one of the best.....	" 1	.20	2.00	
<b>Joe Coleman</b> (Kunderd) —A good rich red ruffled variety; large flower; vigorous grower.....	" 1	.15	1.50	
	" 2	.12	1.20	
	" 3	.09	.90	
<b>Le Marechal Foch</b> —This is one of the finest varieties that ever came out of Holland. The flowers are of a charming light Rose color, extra large, well placed on the spike and many open at a time. One of the very best commercial varieties... Bulblets, 100, 40c; 1000, \$2.00.	" 1	.15	1.50	10.00
	" 2	.12	1.20	8.00
	" 3	.10	1.00	6.50
<b>Marchal Foch</b> (Kunderd)—Flower of great size and beautifully ruffled. The color is a warm salmon pink, flaked and striped deeper salmon toward the edge of the petals; one of the very beautiful of the Gladiolus family that should be in every fine collection.....	" 1	.35	3.50	

## Choice Named Varieties—Continued.

	Each	Doz.	100
<b>Mary Pickford</b> —Delicate creamy white shading to light yellow in the throat; early and a good forcing variety. Fine for floral designs.....	No. 1 .25	2.50	
	" 2 .20	2.00	
	" 3 .16	1.60	
Bulblets, 100, \$2.00; 1000, \$10.00.			
<b>Mrs. Dr. Norton</b> —White, with edges of the petals suffused with pink; lower petals shaded sulphur yellow, speckled tyrian rose. Has received the highest awards wherever exhibited...	" 1 .30	3.00	
	" 2 .25	2.50	
Bulblets, 100, 50c; 1000, \$3.00.			
<b>Mrs. Francis King</b> —Orange scarlet blend, very large flowers well placed on a tall elegant spike. Choice decorative variety.	" 1 .05	.50	2.50
<b>Mrs. Frank Pendleton, Jr.</b> —A most beautiful variety. Color is a bright rose pink with blood red blotch in the throat. A grand variety that should be in every collection.....	" 1 .10	.90	5.00
<b>Neoga</b> —Dark garnet, half ruffled, dark foliage; a very striking and desirable dark shade.....	" 1 .08	.80	6.00
	" 2 .06	.60	4.50
Bulblets, 100, 50c; 1000, \$3.00.			
<b>Orange Glory (Kunderd)</b> —Fine ruffled orange with lighter throat. Flowers large, wide open, on a tall graceful spike.....	" 1 .20	2.00	15.00
<b>Panama</b> —Very large flowers of a beautiful bright pink, shading to lighter pink in the throat; very fine.....	" 1 .05	.50	3.50
<b>Pink Perfection</b> —Pure apple blossom pink, very large flowers and many open at a time. A distinct variety of great beauty..	" 1 .08	.90	
<b>Pride of Lancaster (Kunderd)</b> —Brilliant orange salmon; rich, fiery, deeper orange throat. Flowers medium to large; one of the most pleasing varieties in the whole list.....	" 1 .20	2.00	
	" 2 .16	1.60	
	" 3 .12	1.20	
Bulblets, 100, 50c; 1000, \$3.00.			
<b>Primunella (Kunderd)</b> —A shade of yellow as delicate and pleasing as that found in the Orchid. One of the choicest Primulinus Hybs on the market.....	" 1 .20	2.00	
	" 2 .16	1.60	
	" 3 .12	1.10	
<b>Pride of Goshen</b> —Large salmon pink flowers of the ruffled type; very choice.....	" 1 .10	1.00	
<b>Prince of Wales</b> —Delicate and very pleasing shade of salmon pink. Flowers large, borne on a tall graceful stalk; beautiful	" 1 .06	.60	
<b>Princes</b> —The amaryllus flowered Gladiolus. Brilliant scarlet with broad white blotch in the throat. Flowers are very large and of distinctive character. Originated by the late Dr. Van Fleet, and was the first large flowered variety of this type.....	" 1 .06	.60	4.00
<b>Principle</b> —Very brilliant scarlet red with distinct white blotch in the throat.....	" 1 .05	.50	
<b>Roem von Kennemerland (Mrs. Kuer)</b> —Deep pink, yellow blotch at base of lower petals. Flowers very large, of leathery like substance. Distinct and desirable variety.....	" 1 .08	.80	6.00
	" 2 .07	.70	
Bulblets, 100, 50c.; 1000, \$3.00.			
<b>Rose Glory</b> —A very large and beautifully ruffled variety. Color is the purest Rose pink, shading deeper Rose in the throat. One of the best commercial varieties available.....	" 2 .35	3.50	
<b>Scarlano</b> —Light Orange red; the most brilliantly colored variety in commerce. A great favorite as a cut flower for house decoration.....	" 1 .12	1.20	8.00
	" 2 .10	1.00	6.50
	" 3 .08	.80	
	" 4 .06	.60	
Bulblets, 100, 50c; 1000, \$4.00.			
<b>Scarlet Princes</b> —A pure spectrum red; a very striking variety and one of great merit as a cut flower for house decoration....	" 1 .15	1.50	
	" 2 .12	1.20	
	" 3 .10	1.00	

## Choice Named Varieties—Continued.

		Each	Doz.	100
<b>Schwaben</b> —Flowers are of a pure canary yellow, shading to a soft sulphur yellow when opening; golden center, blotched brownish carmine. A popular cut flower, and one of the best commercial varieties.....	No 1	.06	.60	4.50
<b>Sunbeam</b> —Flowers medium size, pure canary yellow and one of the first to come in bloom. Valuable for early cutting.....	" 1	.06	.60	4.50
Bulblets, 100, 35c; 1000, \$2.00.				
<b>Violet Beauty</b> —Tall graceful spike bearing large cerise violet colored flowers with grand red throat blotched. A very distinct and desirable variety.....	" 1	.15	1.50	
	" 2	.12	1.20	
	" 3	.10	1.00	
<b>War</b> —Deep blood red, large open flowers well placed on the spike; tall and graceful., best of its color at a moderate price	" 1	.06	.60	
<b>Wilbrink</b> —A sport of Halley. Retains Halley's earliness, and has the color of America, with soft yellow blotch in the throat. Very attractive.....	" 1	.06	.60	4.00

## Extra Choice Gladiolus Seed, Self-Pollenized.

The glad enthusiast who has never grown new varieties from seed has missed the most interesting experience connected with the cultivation of this queen of all the summer flowering bulbs. The seed we are offering are saved from Pink Wonder, six white varieties, including White Wonder, Albania and Early Snowflake, many extra fine hybrids of Golden Measure, Primulinus Hybrids, and numerous fine hybrids of other types. Many a gem of the first water is stored in these seeds, and many agreeable surprises await all who plant them. A few small wooden boxes, some good soil, and a few square feet of room in which to place them, is all that is necessary. I grow many thousands of seedlings yearly in boxes on less than 50 square feet of space. Full instructions for growing on each packet. Price, 75c. per packet; 3 packets, \$2.00. Postpaid.

## Hand Polenized Gladioli Seed.

I have a limited supply of this grade of seed to spare, which I am offering to my patrons again this year. My hand pollenized seed is of the highest quality my many years experience as a skillful breeder of the Gladioli make it possible for me to produce. This grade of seed was offered to my customers last season for the first time. Many availed themselves of the opportunity to purchase and the supply was exhausted at the close of the season. With a lesser supply to draw on this season, I can scarcely hope there will be sufficient to meet the demand. Therefore you should order early, and thus avoid a possible disappointment.

While the supply lasts I will fill orders at \$1.00 per packet of 150 good, sound seeds, or six packets for \$5.00, postpaid. Full instructions for growing printed on each packet.

Roslindale, Mass., October 23, 1923.

My Dear Mr. Kemp:

Your No. 169—"Juniata,"—is the most wonderful flower, excepting "Ruffolace" (which is in a class by itself) I have ever seen. Its exquisite coloring seems to me to be unequalled in its perfect blending. It grew tall, with large flowers, and had a gracefulness and charm that seemed to be characteristically its own. Another of your beauties that won instant attention is your No. 177—"Eldora". Its coloring, so different from others; its stateliness and good large flowers, attracted and held the attention of all who seen it. It is in deed a grand variety.

Most sincerely yours, BENJAMIN R. NORLEY.

**NOTE**—You are requested to order early, as we usually finish planting Bulblets the first week in April. Small bulbs (planting stock) by May 1st, and First and Second size bulbs by May 25th, therefore no orders can be filled for the several sizes after those dates.

## Planting Stock and Bulblets

Prices net cash with order  
Postage prepaid anywhere in the U. S.  
and Canada.

Albion.	No. 4	No. 5.	No. 6
Dozen	.40	.35	.30
100	3.00	2.50	2.00

Bulblets, 100, 50c. 1000, \$2.00

Alice Tiplady.	No. 4	No. 5	No. 6
Dozen	.65	.50	.40
100	5.75	3.68	3.00

Bulblets, 100, 50c. 1000, \$3.00

Buttercup.	No. 4	No. 5	No. 6
Dozen	.35	.30	.25
100	2.50	2.25	2.00

Bulblets, 100, 35c. 1000, \$23.00

Crimson Glow.	No. 4		
Each	.09		
Dozen	.90		
100	6.75		

Bulblets, 100, 50c. 1000, \$3.00

Gold Drop.	No. 4	No. 5	No. 6
Each	.12	.09	.07
Dozen	1.20	.90	.70
100	9.00	6.80	5.50

Bulblets, 100, 50c. 1000, \$4.00

Orange Glory.	No. 4	No. 5	No. 6
Each	.09	.07	.05
Dozen	.90	.70	.50

Bulblets, 100, 50c. 1000, \$3.50

Primunella.	No. 4	No. 5	No. 6
Each	.09	.07	.06
Dozen	.90	.70	.60
100	6.75	5.80	5.20

Bulblets, 100, 50c. 1000, \$4.00

Soliel d'Or.	No. 4	No. 5	No. 6
Dozen	.35	.30	.25
100	2.50	2.25	2.00

Bulblets, 100, 35c. 1000, \$2.00

Bulbs—6 at the dozen rate, 50 at the 100 rate.

Bulblet orders for less than 100 of a variety not accepted. 500 of a variety at 1000 rates.

## Fifty-cent Collection.

1 Buttercup	.07
1 Halley	.05
1 Neoga	.08
1 Blue Jay	.15
1 Soliel d'Or	.07
1 Le Marechal Foch	.15
1 Joe Coleman	.15

Value.....\$ .72

1 large bulb of each, correctly labelled, for 50c. 6 of each for \$2.75. 12 of each for \$5.50.

## Dollar Collection.

1 Gretchen Zang	.10
1 Herada	.10
1 Crimson Glow	.20
1 Early Snowflake	.15
1 Orange Glory	.20
1 Pride of Lancaster	.20
1 Le Marechal Foch	.15
1 Gold Drop	.25
1 Albion	.07

Value..... \$1.42

1 Large bulb of each correctly labelled, for \$1.00. 3 of each for \$2.75. 6 of each for \$5.25. 12 of each for \$10.

## Three-Dollar Collection.

1 Pink Wonder	.45
1 White Wonder	.45
1 Albania	.35
1 Early Snowflake	.15
1 Sweetheart	.35
1 Aviatrix	.45
1 Herada	.10
1 Joe Coleman	.15
1 Crimson Glow	.20
1 Evelyn Kirtland	.12
1 Gretchen Zang	.10
1 Violet Beauty	.15
1 Le Marechal Foch	.15
1 Alice Tiplady	.12
1 Gold	.60

Value..... \$3.89

1 Large bulb of each correctly labelled, for \$3.00. 3 of each for \$8.50. 6 of each for \$16.00.

A Texas gentleman who visited my grounds last August, when writing me under date of October 6th, said: "Your Gladiolus fields will always be green in my memory as one of the most beautiful sights that I have seen anywhere on my eastern trip. I have seen more real good new Gladioli with you than any other spot."

This gentleman visited some of the largest growers in the east before coming to my place, and was in a position to judge the superiority of my new creations over those of other growers.

(Name and address of this gentleman supplied on request).

# **This List** **SPECIAL DISCOUNT**

## **ONE THIRD OFF** **KEMP'S SPECIAL GLADIOLUS PRICES**

**FALL 1923**

**SPRING 1924**

# **J. A. KEMP** **LITTLE SILVER, NEW JERSEY**

We have a large quantity of bulblets of Pink Wonder, White Wonder, Albania and Early Snowflake, which places us in a position to offer them in practically unlimited quantities. To move them, we have decided to offer them at a new low price level, which is beyond competition. If you will be in the market for bulblets of these wonderful varieties this season, consult us for prices before placing your order. We can and will save you money.

## **PINK WONDER and WHITE WONDER**

	1½" & up	1¼-1½"	1-1¼"	¾-1"	½-¾"	½"-under
Each ...	.45	.35	.30	.25	.20	.15
Dozen ..	4.50	3.50	3.00	2.50	2.00	1.50
100 ....	33.00	27.00	22.00	17.00	12.00	10.00

**Bulblets — 100, 1.00 — 500, 4.00 — 1000, 7.00**

**Large Selected Bulblets--100, 1.35 - 500, \$5 - 1000, \$9**

## **ALBANIA**

	1½" & up	1¼-1½"	1-1¼"	¾-1"	½-¾"	½"-under
Each ...	.30	.25	.20	.15	.10	.08
Dozen ..	3.00	2.50	2.00	1.50	1.00	.80
100 ....	23.00	17.50	15.00	11.00	8.00	6.00

**Bulblets — 100, 1.25 — 500, 5.00 — 1000, 10.00**

## **EARLY SNOWFLAKE**

	1½" & up	1¼-1½"	1-1¼"	¾-1"	½-¾"	½"-under
Each ...	.15	.12	.10	.08	.06	.04
Dozen ..	1.50	1.20	1.00	.80	.60	.40
100 ....	11.00	8.00	6.00	5.00	4.00	3.00

**Bulblets — 100, 60c — 500, 2.75 — 1000, 5.00**

## **AVIATRIX**

	1½" & up	1¼-1½"	1-1¼"	¾-1"	½-¾"	½"-under
Each ...	.45	.35	.30	.25	.20	.15
Dozen ..	4.50	3.50	3.00	2.50	2.00	1.50

**Bulblets — 100, 2.00 — 500, 8.00 — 1000, 15.00**

## **SWEETHEART**

	1½" & up	1¼-1½"	1-1¼"	¾-1"	½-¾"	½"-under
Each ...	.35	.30	.25	.20	.15	.12
Dozen ..	3.50	3.00	2.50	2.00	1.50	1.20
100 ....	25.00	20.00	17.50	15.00	10.50	8.50

**Bulblets — 100, 2.00 — 500, 8.00 — 1000, 15.00**



## THE GLADIOLUS.

The interest developed in the Gladiolus the past twenty years or so has been wonderfully progressive. They are now being planted by the hundreds of thousands, where only a very few were used some years ago. But notwithstanding their almost world-wide popularity they are strangers to thousands of home gardens throughout the country. This should not be.

No other summer flowering bulbs are as attractive and useful for house and garden decoration; their large perfect flowers are borne on tall graceful spikes, often having twenty or more buds, and if cut and placed in water when the lower-most flower opens, every bud will develop into a perfect flower, often covering a period of twelve to fourteen days before the last flower is gone.

No garden these days is considered complete without its one or more plantings of this queen of all the summer flowering bulbs. They are not exacting as to soil and culture. They will grow and bloom under the most unfavorable conditions, yet like everything else grown, they do their best in good soil, supplemented with good care, and will respond wonderfully to good nourishment and culture.

Planting every ten or twelve days, covering the bulbs about four inches deep, from early April to latter part of June, will give a succession of flowers from middle July to October.

In the fall, when the foliage turns brown, they should be lifted, the tops cut off close to the bulb, and laid in a dry, airy place two or three weeks to cure, when the old bottoms can be removed and the bulbs put into paper bags or shallow boxes, and stored in a dry, cool, frostproof place for the winter.

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## AMERICA'S BEST DAHLIAS.

Mr. W. H. Waite's Novelties for 1924.

**JERSEY'S BEAUTY**—Dec. Very fine true pink. Flowers large and of perfect shape, produced on long, straight, stiff stems. Very free bloomer and a splendid keeper. Certificate American Dahlia Society 1923. This great Dahlia was exhibited at all the principal Dahlia shows held in the East, season of 1923, and was awarded the highest honors wherever shown, winning three gold medals, two silver medals, four Diplomas, and many other first prizes; an unprecedented record. The nearest perfect Dahlia, and the finest pink in existence. Plants only, price each, \$10.00.

**JERSEY'S EMPEROR**—Dec. Dark maroon; flowers of good size, produced very freely on long stiff stems. A splendid variety and the best I know of the color. Tubers, each, \$10.00. Plants, \$5.00.

**JERSEY'S GEM**—Dec. Lavender pink; large flowers produced on very long, straight stiff stems; a very free bloomer and without doubt the very best variety of its color in existence. Certificate A. D. S. 1923. Tubers, each, \$10.00. Plants, \$5.00.

**JERSEY'S JEWELL**—Dec. Mallow pink; very large long petaled flowers on good stems; a splendid exhibition variety. It will produce the largest flowers under ordinary conditions of any variety I know. Flowers can be had nine inches in diameter without extra feeding or disbudding. Certificate American Dahlia Society 1923. Tubers, \$10. Plants, \$5.00.

**JERSEY'S RADIANT**—H. C. Bittersweet Orange; large flowers produced on long stiff stems, well above the foliage. A splendid variety that everybody likes. Certificate American Dahlia Society 1923. Tubers, each, \$10.00. Plants, \$5.00.

**JERSEY'S ROSE**—Dec. The color is a very pleasing shade of cerise; flowers are very large and are freely produced on long stiff stems well above the foliage. A splendid exhibition and decorative variety. Tubers, each, \$10.00. Plants, \$5.00.

**Send for Complete List.**

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**Names of Gladiolus Growers**—If you will kindly send us the names and post office address of a few of your friends and acquaintances who grow Gladioli, along with your bulb order, we will send you free, for your trouble, one blooming size bulb of the new giant white Gladiolus Early Snowflake.

**NOTE**—If you should receive an extra copy of this catalogue, will you kindly hand it to a friend or neighbor who is interested in Gladioli, or other flowers?

## J. A. KEMP

### Gladioli and Dahlias of Special Merit

Phone 315-M Red Bank

LITTLE SILVER, NEW JERSEY



A Typical Display of Albania, Early Snowflake, Pink Wonder, White Wonder, etc., in One of Our Gardens